

Last Received: 08/27/2012 11:47 AM
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency () MUNDY KATOWITZ MEDIA INC	Rep Firm
Advertiser () PRIORITIES USA ACTI	1322 G. STREET SE	Sales Office () PHILADELPHIA
Product PRIORITIES USA	WASHINGTON, DC 20003	Salesperson () ANJIE BRADY
Estimate# 1565	Agency C/P1/P2/E 321/340/1565	
Buyer CASEY BESSETTE	Flight Dates 10/16/2012 - 10/22/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---

CLIENT: PRIORITIES USA ACTION SC=*

--- REMARKS ---

VER 3 ISSUED TO REV PRGM LN 30;
CXL SPOT N/A LN 41 W/MKGD LN 45
CONTRACT TOTAL REMAINS \$36,250
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*30	W	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/17-10/17	1	1	1	\$1,500.00	
				Buyline Comment: REVISE PRGM								
				Sales Remark: V3 REVISE PRGM								
				V3 Program Name Change, Comment Changed								
	*41	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	10/20-10/20	0	0	0	\$0.00	
				Buyline Comment: CXL DUE N/A DUE PRGM CHANGE								
				Sales Remark: V3 CXL DUE N/A DUE PRGM CHANGE								
				V3 More than 2 codes changed								
	*45	SA	9P-10P	CHICAGO FIRE	:30	\$500.00	10/20-10/20	1	1	1	\$500.00	
				Buyline Comment: MKGD FROM LN 41								
				Sales Remark: V3 MKGD FROM LN 41								
				V3 Added								

---REPORT TOTALS---

Report Totals: 2 / \$2,000.00

---SALES MONTHLY TOTALS---

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WASHINGTON, DC 20003
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Oct 12: 44 / \$36,250.00
Sales Totals: 44 / \$36,250.00
Station Totals: 44 / \$36,250.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$109,848	CATV 0%	WAVY 33%	WGNT 6%	WPXV 0%	WTKR 23%
		WTVZ 4%	WVBT 8%	WVEC 26%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE